Brand guidelines
<table>
<thead>
<tr>
<th>Contents</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>2</td>
</tr>
<tr>
<td>Our brand</td>
<td>3</td>
</tr>
<tr>
<td>Our mission statement</td>
<td>4</td>
</tr>
<tr>
<td>Logotype</td>
<td>5</td>
</tr>
<tr>
<td>Usage on backgrounds</td>
<td>6</td>
</tr>
<tr>
<td>Logo misuse</td>
<td>7</td>
</tr>
<tr>
<td>Brand architecture</td>
<td>8</td>
</tr>
<tr>
<td>Partnerships</td>
<td>9</td>
</tr>
<tr>
<td>Colour palette</td>
<td>10</td>
</tr>
<tr>
<td>Colour combinations</td>
<td>11</td>
</tr>
<tr>
<td>Brand fonts</td>
<td>12</td>
</tr>
<tr>
<td>Typesetting</td>
<td>14</td>
</tr>
<tr>
<td>Visual elements</td>
<td>16</td>
</tr>
<tr>
<td>Document examples</td>
<td>18</td>
</tr>
<tr>
<td>Requirements and terms</td>
<td>21</td>
</tr>
</tbody>
</table>
Welcome

The purpose of this document is to help our Partners, Consultants, Ambassadors and Spaces to understand our branding and to ensure that their assets are aligned with our brand vision, mission and visual identity. This document is meant to be a compilation of all the rules and conditions for using our brand correctly. Please read these guidelines and make sure you only use resources downloaded from nexudus.com/press-resources. In case of any doubt, please contact our Head of Communications at communications@nexudus.com.
Nexudus is a fully white-label coworking management platform that helps operators and coworking space managers automate most of the tasks they need to do to run their spaces in an efficient manner. The coworking movement’s values are Collaboration, Openness, Community, Accessibility, and Sustainability. At Nexudus, not only do we believe in these, but we apply them together with our own brand core values: Technology, Flexibility, Innovation.

Co-Founders Adrian Palacios and Carlos Almansa discovered the coworking movement back in 2010 and fell in love with the concept. Since it was launched back in 2012, Nexudus has supported hundreds of coworking and flexible workspaces around the world.

- **2012**: Adrian Palacios and Carlos Almansa first set up Nexudus.
- **2014**: Nexudus is used in more than 500 locations.
- **2016**: Nexudus is present in more than 45 countries worldwide.
- **2017**: Nexudus “Best Technology Software” in the CoWorky Awards.
- **2018**: Nexudus is used in more than +1000 locations.
- **2020**: Nexudus for Flexible Workplaces is launched.
Our mission is to provide workplaces with an efficient solution that saves them both time and resources. We are pioneers in the coworking movement, and we have been supporting the management and growth of flexible workspaces around the world for the past 8 years. The coworking movements values are Collaboration, Openness, Community, Accessibility and Sustainability. At Nexudus, we strongly believe in them as part of our company’s philosophy. We work very hard to build great products and provide real value to our customers.
The name of the brand Nexudus is the outcome of combining the words *Nexus & Exodus*. Nexus, from Latin “the act of binding together; bond” and Exodus: “a going out; a departure or emigration, usually of a large number of people”.

Bringing people together and binding communities are the original values that Nexudus works towards. Bonding professionals under the same principles and values, often under the same roof!

Design-wise, our logo approach has always been to try to symbolise the spirit of the Coworking Movement: we want our brand to be accessible to everyone, and to avoid any unnecessary additions so that it stands out for its boldness and simplicity, just like our platform.

Logotype

Our logo has its minimum representation in the ‘N’ symbol, used only for the favicon and occasional applications such as a header of a corporate document when required. **ONLY use when recommended by the Communication Head.**

To ensure the Nexudus logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should, ideally, be equal to or greater than the width of the letter ‘N’, (indicated by ‘X’).

To make sure the logo is always clear and legible, there is a minimum size requirement. When reproducing the Nexudus logo in print, the minimum size is 30 mm width. For online use, the minimum sizing is 50 pixels at 72 dpi.
Usage on backgrounds

The Nexudus logo is available in three colour versions: **Primary** (1-colour positive in orange) which should be used every time that is possible; **Secondary** (negative, in white); and **1-colour positive** (in black).

The simple design of our logo gives it strong legibility; however, it is important to always maintain strong contrast with the background for optimal visibility.

It’s mandatory to use the **Primary** (1-colour positive in orange) and the **1-colour positive** (in black) for lighter backgrounds. And the **Secondary** (negative, in white) on darker or black backgrounds.
Logo misuse

**DO NOT** use the Primary logo on a background that renders the logo illegible.

**DO NOT** use the 1-colour logo on a background that renders the logo illegible.

**DO NOT** use the Secondary logo on a background that is too light to allow legibility.

**DO NOT** change the transparency of any version of the logo under no circumstances.

**DO NOT** use the Primary logo on a dark photography background (for positioning only) in any case.

**DO NOT** use drop shadows or any other effects.

**DO NOT** use the Primary logo on a light photography background (for positioning only) in any case.

**DO NOT** distort the logo or use it in any other colour.

The examples on this page illustrate some, but not all, potential misuses of the logo. These rules apply to all versions of the logo. Keep in mind that the logo is carefully rendered artwork, and any alteration of the logo, apart from proportional scaling, is considered misuse.

Do not alter the provided assets.

November, 19th of 2020
Within Nexudus’ portfolio of products and services offerings, we have seven companion apps that enhance the members' experience and automate the daily tasks of operating a flexible workspace. This App Suite has its own branding derivative of Nexudus Secondary logo.

Their logos have 1-colour version: Primary, negative in white, over an orange square. With Nexudus “N”, except for Passport for Nexudus, as a common element. Please DO NOT alter the apps names.
Partnerships

For Consultants, Ambassadors and Spaces, we lock up the Nexudus logo with a partner logo, with Nexudus always at the bottom or right position. Use clear space between logos. Clear space should the height of the letter “N” in the vertical lock up and the width of the letter “N” of our logo in the horizontal lock up. Partner logos width should be the same as ours and aligned vertically and in the horizontal version both should have the same height.

We are excited to work with you! We kindly ask that you adhere to the following:

• DO NOT use Nexudus name or marks as part of your own.
• DO NOT use Nexudus in any advertising without our explicit approval.
• DO NOT use Neuxudus assets or similar words/marks on apparel or merchandise.
## Primary colours
Use these colours when creating any layout or collateral design that involves Nexudus. Text should always be set in black, grey (or its tones) or white.

## Secondary colours
Green, yellow, magenta, red, aqua, purple, royal blue and blue can be used as accent colours. Do not use secondary colours for text. Only use white or black text over secondary colour backgrounds. Secondary colours can coexist with our primary colours.
Colour combinations

Please use preferably all Nexudus’s colours (primary and secondary) at 100% value. Use 10-15% shades for backgrounds only if needed.

To maximize legibility and therefore accessibility, use mainly the 3 first combinations: white, orange and black. These offer the best contrast in all cases, screen and print. In case the use of a secondary colour is needed, the rule to apply is to use black text when the background colour is less intense. And to use white text when the background colour is more intense. This rule also applies to text on photographs.

Black on white
Gray on white
Orange on white

White on black
Orange on black
Secondary on black

White on gray
Orange on gray

White on orange
White on orange
Gray on orange

Black on secondary
White on secondary

Do not use secondary colours on secondary!

White on dark photography

Do not use secondary colours on gray!
Typography is a crucial element of our visual identity. These font families were carefully chosen to reflect Nexudus's brand identity. Fonts, when used consistently in appearance, unify messaging and create familiarity so communications from Nexudus are most effective. Please DO NOT distort or alter the original design of these fonts by any means.

**Primary font**
Sailec is Nexudus’s primary typeface. It’s a clean, modern, sans-serif typeface that works well for display copy/headlines, body text, and everything between.

Only use all caps in small instances such as charts, labels and UI navigation. The default weight to use is Sailec Regular. In cases where legibility is an issue, use Sailec Medium.

In cases where Sailec is not available, please use Inter (Google fonts) as a substitute. See next page.

---

**Sailec bold**

abcdedeffghijklmnñopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
124567890¡!"#$%&()=¿?,;.:;

Hairline
Hairline Italic
Thin
Thin Italic
Light
Light Italic

Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic

Black
Black Italic
### Brand fonts

#### Secondary font
Inter (Google fonts) is Nexudus’s secondary typeface. Inter is a variable font family carefully crafted & designed for computer screens that works well for display copy/headlines, body text, and everything between.

Only use all caps in small instances such as charts, labels and UI navigation.

#### Web safe font
In cases where inter is not available, please use Roboto (Google fonts) as a substitute.
With regards to typesetting, here is an ideal stack for screen hierarchy: this is a system that establishes an order of importance within information, allowing a reader to easily navigate content and find what they’re looking for. It’s one of the most important techniques for communicating content effectively. As a rule, there should be a numeric relationship between all type sizes. This sizes may vary if needed but have to be validated by the Communication Head.
Typesetting

Clarity and simplicity. That’s the basis of our typographic style. So when you’re designing documents, think about the hierarchy of the information, and whether it’s easy to read. Using weight, colour, and placement in an intentional and considered way makes an easier reading experience for the user.

**Link large →**

- **Font-weight:** Sailec Bold
- **Font-size:** 18 px
- **Line-height:** 26 px
- **Colour:** Blue
- **Use case:** (Screen) Large link / button in Black (80% preview)

**Small body text**

- **Font-weight:** Sailec Regular
- **Font-size:** 14 px
- **Line-height:** 22 px
- **Colour:** Gray or Black
- **Use case:** (Screen) Body text / Attribution small (80% preview)

**Button**

- **Font-weight:** Sailec Bold
- **Font-size:** 16 px
- **Line-height:** 24 px
- **Colour:** White, Black or Blue
- **Use case:** (Screen) Button / Link (80% preview)

**LABEL**

- **Font-weight:** Sailec Bold
- **Font-size:** 12 px
- **Line-height:** 16 px
- **Colour:** Blue
- **Use case:** (Screen) Blog label (80% preview)

**Small button**

- **Font-weight:** Sailec Bold
- **Font-size:** 12 px
- **Line-height:** 16 px
- **Colour:** Black or White
- **Use case:** (Screen) Small button (80% preview)

This is body text

- **Font-weight:** Sailec Regular
- **Font-size:** 16 px
- **Line-height:** 24 px
- **Colour:** Gray or Black
- **Use case:** (Screen) Body text / Paragraphs / Attribution (80% preview)
Our photography plays a huge part in expressing who we are and what we do:

1. **Some of our images are documentary style**: they should feel like they’ve been taken by somebody participating in the scene. They’re natural, not posed. Real life moments that represent real scenarios and people. Our images are honest and we don’t treat them with heavy filters in post production. We use landscapes and close snippets of life, work and movement.

2. **We also use portraits** (real people from coworking spaces) and we use them in the most naturalistic way possible: natural light and no post production if possible.

3. **Illustrations from our products**: in case you need an illustration of our platform, or a mockup of any of our products (apps, etc.) please contact the Communication Head at communications@nexudus.com to request it.
Visual elements

Corporate iconography will be used when possible. If not, we will use Google Material icons. Photographs are preferred. When this is not possible due to the creative brief, illustrations will be used and they will be created ad-hoc. Stock illustration must not be used if possible, and illustrations must have a vectorial and minimalist geometrical style according to the brand.
Here are some basic indications on how to create layouts for documents, screen and print, such as Newsletters, Banners, Presentations or Emails. Also Flyers and Brochures.

Use the available fonts: **Inter** or **Roboto** in this case. These are mainly used for marketing purposes so be concise in the copy and use images that potentially could grab the attention of the reader (through colour or subject). If the background of the composition is white, please use a 1 px gray line for the contour or don’t be afraid to use a light gray (#EEEEEE) background for the document.
When creating banners consider using a Primary or Secondary colour at 100% hue, in order to stand out. Remember that the banner’s area has to be a link.

When creating sales materials such as presentations, the Nexudus logo will always be placed on the left top or bottom corners in every slide of the document, depending on document layout. Also include the name of the presentation in every slide alongside the logo.

Nexudus has become a reference in the coworking and flexible workspace industry since we started back in 2012.

Featured as the most comprehensive management platform to run your space, Nexudus provides mission-critical tools and technology to power your workspace business.

"Best technology to run your space" Coworky Awards
When creating marketing materials such as flyers or brochures, the Nexudus logo will always be placed in the lower right corner of the document or in the upper left corner depending on the creativity. Follow the above formula to find out the size and position.

Logo formula

\[
\frac{\text{Document's longest side}}{4} = \text{Logo's width} \\
\frac{\text{Document's longest side}}{18} = \text{Distance to margins}
\]

Commercial flyer DIN-A5

\[
210 \text{ mm} / 4 = 52.5 \text{ mm}
\]

Brochure 100 x 200 mm. (closed)

\[
210 \text{ mm} / 18 = 11.6 \text{ mm}
\]
Requirements and terms

When you reference Nexudus, your reference must be truthful and clearly and accurately indicate your relationship to Nexudus.
You are not permitted to use Nexudus name, logos or specific illustrations to represent your brand unless authorised specifically by Nexudus.
Do not use any Nexudus brand features in a damaging or derogatory way, or on any site that violates any law.
Do not use trademarks, logos, company names, icons, product or feature names, domain names, social media handles or avatars that include Nexudus, variations that look or sound similar to Nexudus or any Nexudus logos.
Do not register, purchase or use any domain names that include the word Nexudus - including any misspelling or transliteration of Nexudus.

Please make sure you only use resources downloaded from:

nexus.com/press-resources

In case of any doubt, please contact our Head of Communications at:
communications@nexudus.com
Thank you!